Creating a content calendar

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Scheduling your posts

- A content calendar is a system you use to keep on schedule with creating and publishing content
- You can use CoSchedule.com or just a spreadsheet where you enter all the details
- **Content marketing works best when it's consistently published**
- Make sure you have a steady stream of posts to keep your audience engaged
- **Establish your "publishing cadence" - how often you publish - and stick to it**
- "The 12 touch rule" says that people have to read or hear about you 12 times on average before they actually convert
- **A content calendar helps you keep track of how many ideas you have in the pipeline and adjust the time you spend searching for new ones**
- You can start with posting twice a week and then see how it works and how much time it takes

- Try posting on different days of the week at first to see when the posts perform better
- Post different types of content and see which ones perform best
- Over time, you will figure out what works best and you can stick to that